

Campaign Shutdown

As you know, California faces a budget deficit of \$38.2 billion. Without sufficient revenue, some painful cuts were made. None of the proposed cuts were easy. BabyCal is one of the California Department of Health Services' (CDHS) media and outreach programs that will be eliminated to preserve General Fund resources for treatment programs and other support services.

While statewide outreach efforts such as BabyCal will be eliminated effective July 1, 2003, your clients will still be eligible to receive services through state programs such as Medi-Cal, Presumptive Eligibility (PE), Access for Infants and Mothers (AIM), Women, Infants and Children (WIC) and Healthy Families (HFP), as they have in the past.

The BabyCal outreach campaign will officially conclude on June 30, 2003. We expect that most activities, including CBO coordinator support, outreach material distribution and broadcast



advertising, will continue only through June 15, 2003. However, BabyCal's toll-free line (1-800-BABY-999) and Web site (www.babycal@dhs.ca.gov) will continue to be available as resources after June 30, 2003.

BabyCal still has quantities of many multilingual educational and marketing materials to support CBO prenatal care outreach. CBOs are encouraged to order items that are used regularly so they will have materials available after June 15, 2003. We do not plan to restock materials and do not have a distribution mechanism after June 15, 2003. If you need an order form, please contact your CBO coordinator.

Thank you for your ongoing support of the BabyCal campaign and your commitment to improving healthy birth outcomes for California babies.

"We've been a BabyCal CBO since its inception 12 years ago. BabyCal has provided great educational materials, taught me about marketing and outreach and supplied the right tools to reach the community. I'm so thankful the BabyCal Web site and toll-free line will remain so BabyCal's messages will continue to reach pregnant women and their families."

—Pat Medeiros, Pasadena Health Prenatal Clinic

"We've used all the materials and have really enjoyed BabyCal News and programs like Bundles. The outreach materials have been invaluable in educating families about prenatal care and programs available to them. Thank you for all of your support."

—Michele Shealey, Special Additions Prenatal Care Program

"BabyCal was the best outreach program in California for pregnant moms or soon-to-be pregnant women. We received many patients as a result of the BabyCal 800 number."

—Julie Azevedo, Healthy Beginnings

"The BabyCal campaign is such a great program and has been wonderful for my clients. The pregnancy calendars are the best ones that I've seen to date because they give moms-to-be step-by-step tools and information for each month of pregnancy and a fetal development photograph."

—Henrietta Santoyo, Visalia Medical Clinic, Special Deliveries Program

This edition of BabyCal News contains a fact sheet (in English and Spanish) on the third trimester of pregnancy for you to copy and distribute to your clients. Store it in your Member Kit.

Thank you BabyCal CBOs!

BabyCal would like to thank each of the current and past members of the community-based organization (CBO) Network for their hard work and dedication to the campaign.

Since BabyCal began in 1991, CBOs have provided vital support to the campaign. Like the campaign states, “We’re in this together,” and together, BabyCal and its CBO Network have reached hundreds of thousands of California’s women with prenatal care information and reduced the infant death rate by 31 percent.

BabyCal has relied on CBOs to be our eyes and ears to the target audience – low-income, high-risk women and their families in California. CBOs generously have shared valuable information and statistics about the BabyCal target audience and provided insight and feedback to the campaign to help develop new outreach materials, public service announcements, advertisements, radio announcer-ready scripts and news features. Over the years, CBOs have donated their valuable time to participate in testings where they provided feedback on the design and content of many campaign activities and educational materials.

CBOs were also responsible for distributing BabyCal outreach materials to their clients. Not only did they help create these important educational tools, they made them part of their educational and prenatal care classes, distributed them to new clients, and passed them out at health fairs and conferences on behalf of the campaign.

CBOs graciously allowed the CBO coordinators to interview their staff and clients for the CBO Spotlight and testimonial articles. During these informational interviews, CBOs shared information about specific services, which they offer to their clients. These articles helped BabyCal CBOs learn about outreach activities from other Network members that could benefit their clients, and also provided examples of success stories they could share with staff and clients.

BabyCal sends a sincere “thank you” to the 551 Network CBOs for their dedication and support over the past 12 years and for continuing to spread prenatal care messages in the communities served.

“Thank you for all of your hard work and dedication. You have been significant in decreasing the infant mortality rate, which has been our goal these past 12 years. It truly has been a pleasure working with all of you!”

–Lori Goodwine, Northern California CBO coordinator



(From left) Northern California CBO coordinators, Lori Goodwine and Nadine Roberts Cornish

“I would like to express my gratitude for the incredible opportunity of having worked with the BabyCal Network community-based organizations. The Network members have been outstanding in their dedication and commitment to ensuring healthier California babies. Thanks to each and every one of you for making a difference in these babies’ lives.”

–Nadine Roberts Cornish, Northern California CBO coordinator



Southern California CBO coordinator, Pam Coe

“I can’t fully express how happy I have been to serve CBOs in our collective effort to make sure babies are born healthy. The memories you have shared with me of events such as the World’s Largest Living Mother’s Day Card, diaper deliveries, BabyCal’s birthday celebrations,

and other wonderful moments have reminded me of our many successes over the years. Together, we were able to reach and make a difference in the lives of many pregnant women and their families. Thank you for the wonderful relationships we have built, as well as your dedication and commitment to continuing the fight in combating infant mortality and low birthweight.”

–Pam Coe, Southern California CBO coordinator

“It’s been a privilege and a pleasure working with each one of the community-based organizations in Southern California. Your commitment and devotion to your clients and BabyCal’s mission has made and will continue making a big difference in our communities. We have developed a friendship that I hope will last for years to come. It’s been a wonderful experience. Thank you! ¡Gracias!”

–Tania Watson, Southern California CBO coordinator



Southern California CBO coordinator, Tania Watson